

STUDENT EDGE



WHY WE EXIST

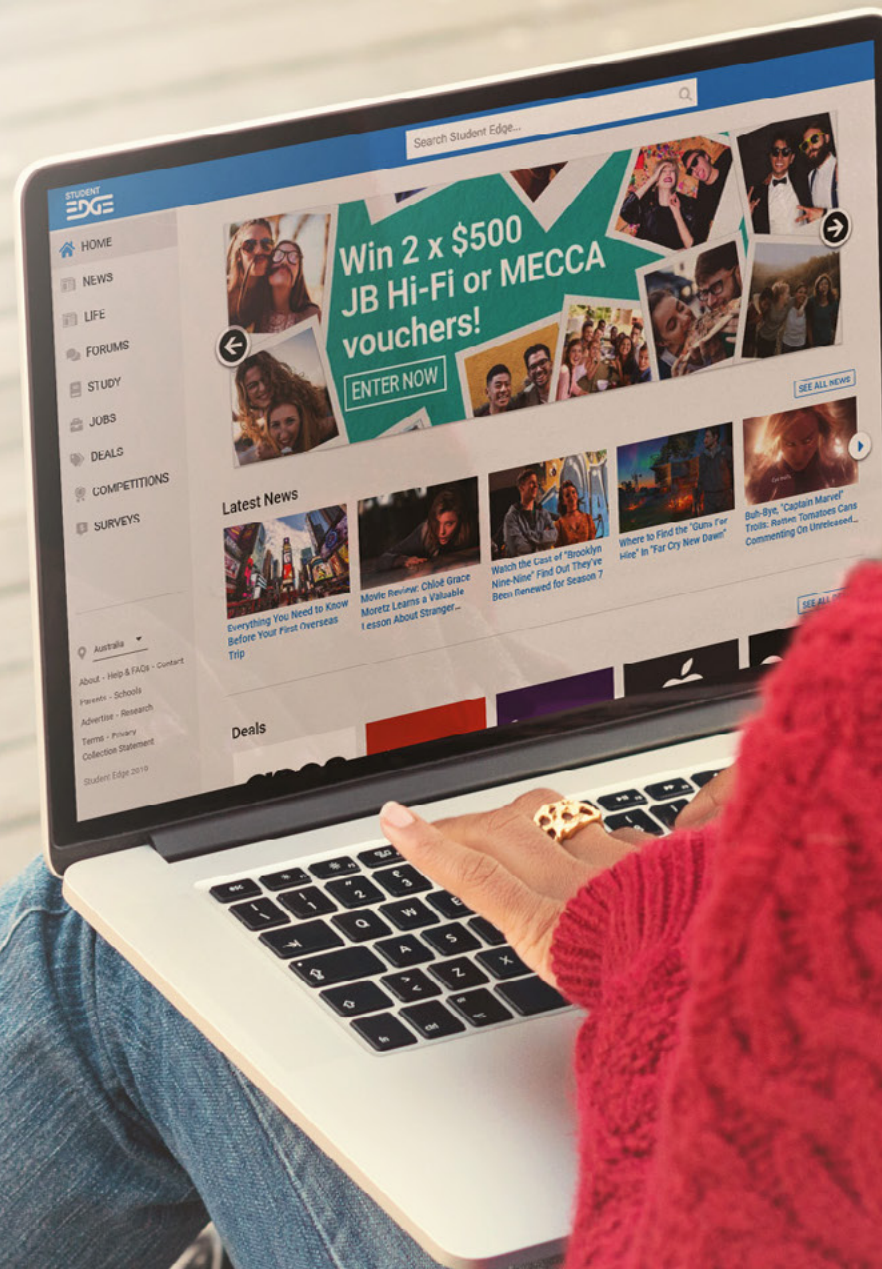
Learning about the world. Opening your mind.
Making lifelong friends. Becoming yourself. And,
sure, finding some time to study.

That's what it means to be a young person in 2019.

It also means facing an uncertain future, contending
with confusing career pathways and struggling with
finances, all while dealing with everyday pressures.

Student Edge was founded in 2003 by a group of
students to make life easier (and more affordable)
for their peers. Today, there are **more than one
million members**.

We're there for students and we get students. Read
on to find out how we do it.



HOW WE HELP YOUNG PEOPLE

No two young people are the same, but at Student Edge, we understand the common concerns of those undertaking high school, TAFE, VET and university study, as well as what makes each group unique.

To aid more than one million diverse members and help them make informed career and life choices, Student Edge offers a range of benefits with its free membership, including:

- big deals from big brands
- resources to get job ready and find part-time jobs
- exclusive competitions and surveys
- study tools, student forums and guidance on pathways
- school outreach and online learning courses for cyber safety and life skills
- the latest pop culture news and reviews
- member-only events and campus activations!

**SAVE.
EARN.
LEARN.**



OUR MEMBERS

Collaborating with Student Edge means tapping into more than a million members across Australia, and beyond. **Get a load of these numbers.**

1.1 MILLION+

members, including:

65,000

international students in AUS

40,000

international members

230,000+

opt-in email subscribers

600,000+

SMS subscribers

150,000+

Facebook followers

AND WE'RE STILL GROWING

7,000+
new members
per month

56%

female

44%

male

33%

AGED UNDER 18

67%

AGED 18 AND OVER

MEMBERS
PER STATE

WA 12%

SA 7%

VIC 27%

TAS 1%

NT 1%

QLD 12%

NSW 38%

ACT 2%



AUSTRALIAN YOUTH

A SNAPSHOT

We've been working closely with young people for more than 15 years, studying the changing trends and adapting to remain relevant in their lives.

Here are just a few of our insights.

There are approximately

1.6 million high school students

1.5 million uni students

4.2 million VET students

in Australia today.

45% of students

are not confident about finding work after completing their studies.

1 in 3 actually don't like being classified as
"Millennials" or "Gen Z"
(and yes, there's a difference).



HOW WE HELP OUR PARTNERS

We've developed a formula for success when it comes to youth marketing that we're happy to share with our partners. Read on to see how you can utilise Student Edge to connect with young people.

SEE WHO ELSE WE'VE WORKED WITH TO GIVE OUR YOUTH THE EDGE.



Australian Government



Australian Government
Department of Education and Training



MONASH
University



OPTUS



Uber



RESEARCH

Take the guesswork out of understanding young people. By unlocking their thoughts, behaviours and motivations, our team of experienced market research specialists at YouthInsight help clients see the world through the eyes of young people.

We handle all projects with a custom approach to suit your specific needs. This can include:

- online surveys
- focus groups
- UX and CX research
- brand tracking and more!

We are Australia's premier youth-focused research agency, with access to Australia's largest online youth panel (of 145,000+ young people). We conduct national surveys with efficiency, and can quickly recruit 14 to 29 year-olds for our qualitative research projects.

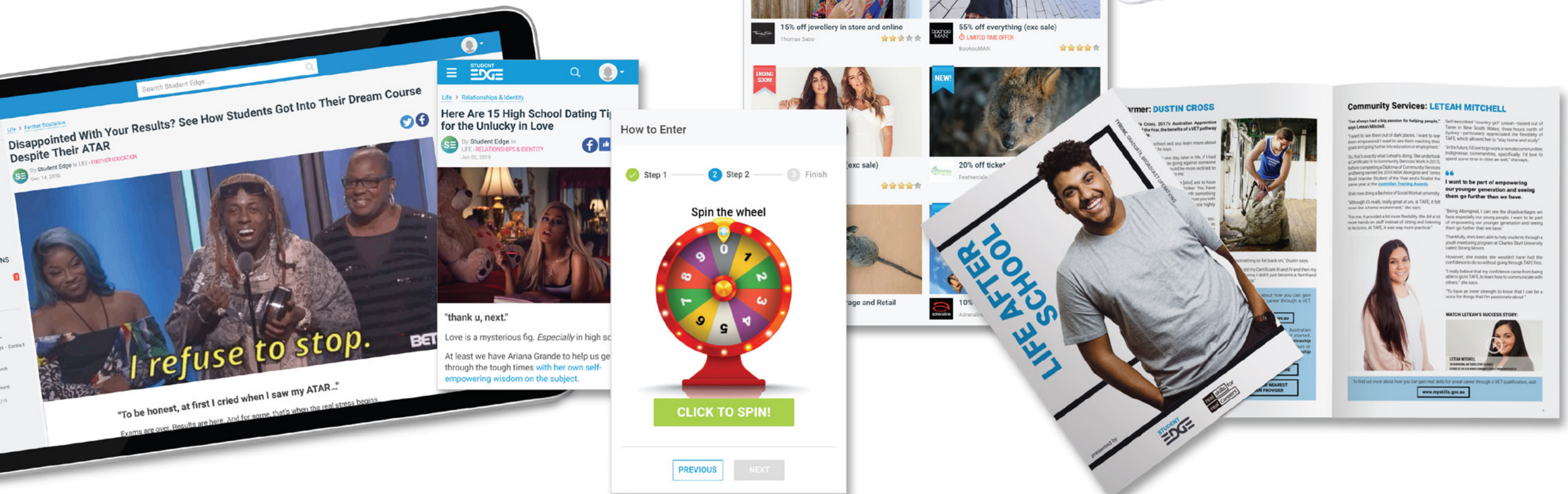
Wouldn't you like the YouthInsight?

YouthInsight
Powered by Student Edge



CONTENT

There are many ways to speak with students, but engaging content is king. That includes sponsored articles and videos ("native content"), discounts, competitions and more! Through personalisation, we can make sure our members get the right content at the right time in their lives. See how partners can collaborate with us below.



540,000+
unique page views per month

5,000+
articles published

185,000+
average users per month

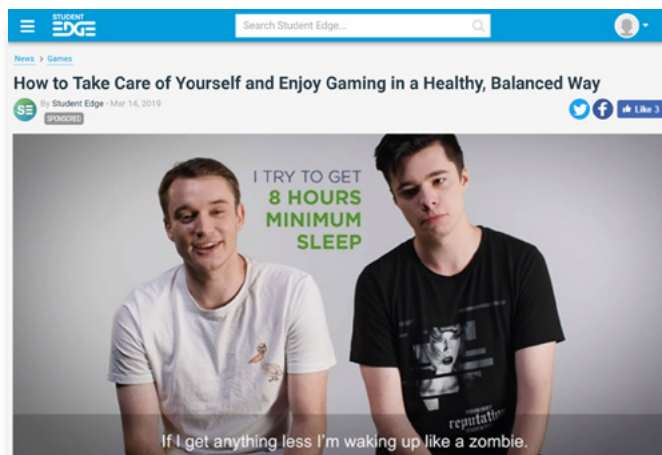
460,000+
competition entries in 2018

2:06
average session duration

10,000+
magazines distributed in 2018

NATIVE CONTENT

Partner with our Editorial team to develop sponsored articles, videos or features. This is a great way to communicate your message in a relatable tone-of-voice, as well as improve your brand affiliation and advocacy by sponsoring content that matters to our members. Plus, ask about our eLearning quizzes, which reward article and video comprehension with prizes!



Are you taking care of yourself?

This post is presented in partnership with RIOT Games.

You love gaming. We love gaming. It can help us to connect with others, feel socially included and improve our self-esteem. Healthy gaming can even help us to have structure and routine in our lives and provides us with much needed and beneficial downtime, relaxation and fun. However, gaming, like any behaviour, can cause harm if it is taken to extreme levels.

So, how do you enjoy gaming in a healthy balanced way?

RIOT Games, the maker of *League of Legends*, is collaborating with the mental health organisations *headspace* and *Le Va* to encourage self-care among gamers.

They've even created a bunch of fact sheets to give you the essential info you need. Check 'em out.

'What is healthy electronic gaming?'

Featuring: 'When gaming becomes a problem' and 'Signs of possible problems with gaming'.

'How to manage sleep and gaming for a healthy headspace'

Featuring: 'What happens if we don't get enough sleep?' and 'Where can I get help?'

'How to balance screen time for a healthy headspace'

Featuring: 'Signs that your screen time is becoming unhealthy' and 'Supporting yourself and getting help'.

'Understanding gaming: A guide for family and friends'

Featuring: 'When should I be concerned about my young person's gaming?' and 'How to have a conversation if you are concerned'.



We're Giving Away a Year of Free Chatime and You Only Need to Take This Quiz to Enter



Answer all five questions correctly and you will automatically go in the prize draw to win a YEAR of FREE Chatime*. If you don't answer all questions correctly, you can always try again. (We're nice like that.) Competition closes 23/03/19.

 TAKE THIS QUIZ

HOW TO SAVE \$100 (and pay for a new textbook)



Clear some space and sell your old unwanted items online or at a market.

STUDENT
EDGE

MEMBER BENEFITS PROGRAM

Help make student life easier by offering an exclusive discount to our members. By downloading the free Student Edge App, our members can locate deals near them and redeem simply by flashing the App in store. They can also save online with promo codes and exclusive links. We'll create a tailored marketing campaign that will improve engagement and increase site traffic and cart-sizes, or deliver more young people to your stores.

\$5 MILLION+

reported revenue generated for deal partners in 2018.

\$1 MILLION+

saved by members using Student Edge deals in 2018.

MOST POPULAR DEALS



TARGETED MEDIA

Got a message you want to send to students, like a time-sensitive event or a can't-miss opportunity? In addition to research and content, we can put you directly in touch with our database.

TARGETED EMAIL & SMS

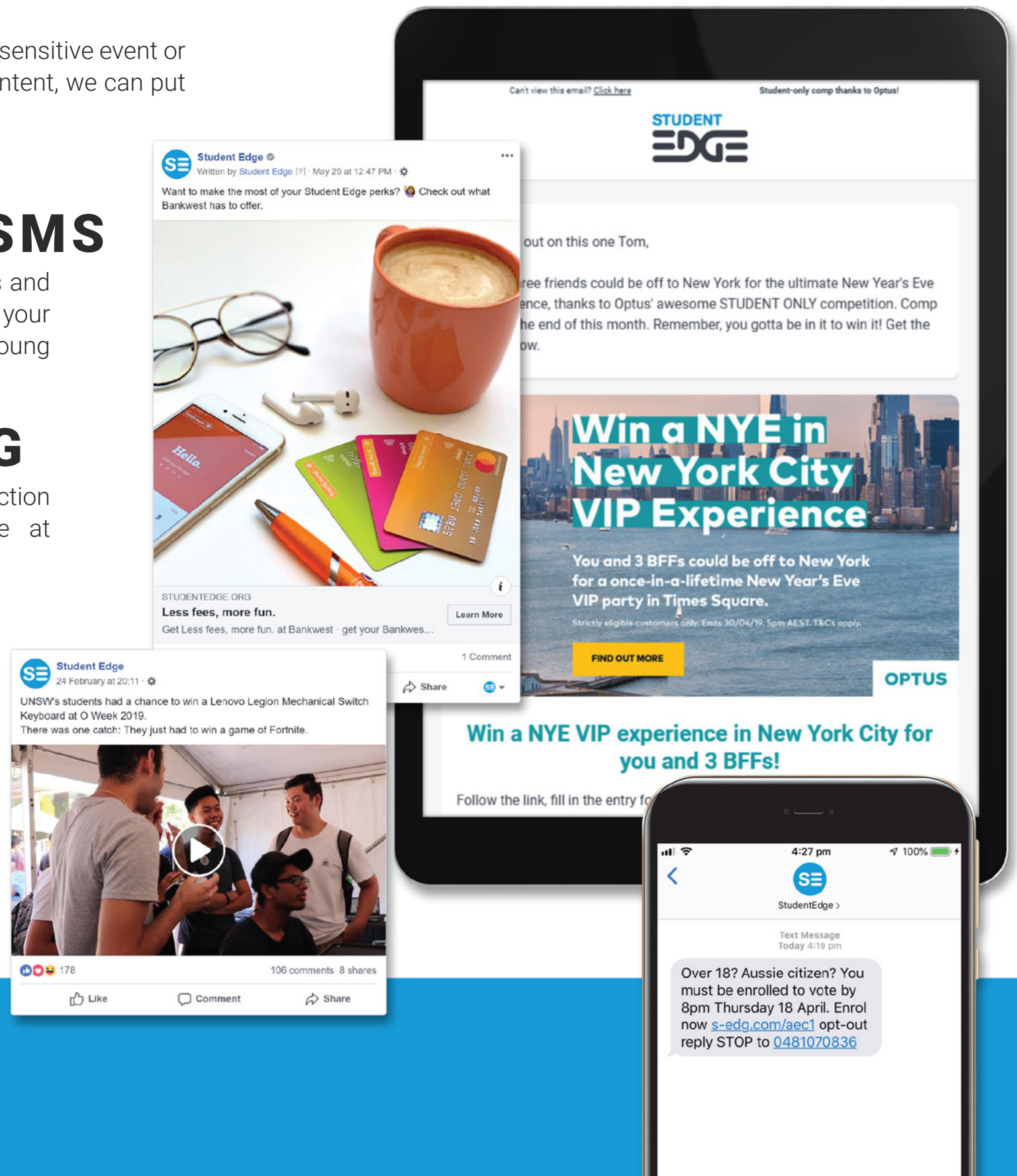
With a database of more than 230,000 email addresses and more than 600,000 phone numbers, we can segment your message and still make sure it gets to a huge cohort of young people.

ONSITE ADVERTISING

From strategically-placed leaderboards to site section takeovers, you can enjoy some prized real estate at studentedge.org.

SOCIAL MEDIA

We support our native content, discounts and competitions with social media placements. The more awesome the partnership, the bigger the deal we make about it!



CAMPAIGN EXAMPLE: MEMBER BENEFIT

Objective:

- Spread the word of our ongoing Student Edge offer ("2 for \$9 reg fruity/milky iced teas") to drive awareness and increase foot traffic and sales revenue.
- Create a co-branded relationship via in-store and onsite point of sale.
- Promote new Chatime store location launches throughout the year, with an emphasis on the stores as a go-to destination for young people.

Campaign period:

12 months

Implementation:

- Promotion on Student Edge homepage and via a dedicated deal page, as well as prominent placement in our Deals section.
- Social media promotion via Facebook and Instagram on Student Edge and Chatime platforms.
- Dedicated emails to Student Edge database promoting deal, in tailored SE tone of voice.
- Co-branded in-store digital deal promotion.
- Promotion of new store openings through SMS and eDM, targeting members near store locations.

Results:

100,000

Number of members who used the Chatime deal

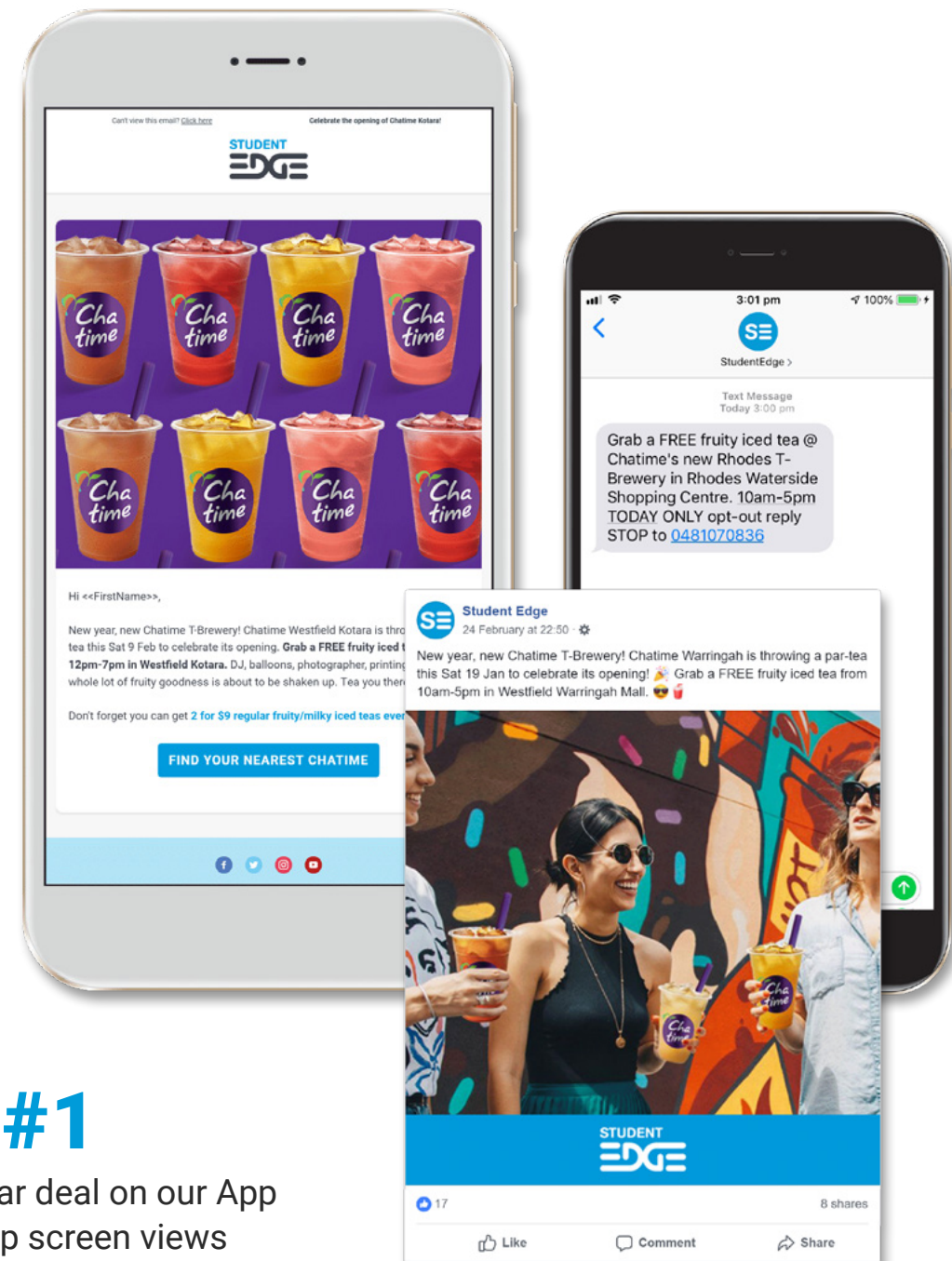
\$310K

Amount members saved using Chatime deal

#1

Most popular deal on our App
98k+ App screen views

Client:



CAMPAIGN EXAMPLE: RESEARCH

Objective:

- Help solve skills shortages, develop strategies to attract young people into mining industry.
- Understand perceptions of the mining industry/METS sector and determine how to position as a desirable career option.
- Better understand the drivers of career choice & the decision-making process of students.

Campaign period:

Three months

Implementation:

First phase: 15-minute online survey among a representative sample of 1,000 students aged 14 - 29 across Australia using the Student Edge Youth Panel. The survey was aimed at testing existing hypotheses and establishing quantifiable benchmarks around student awareness and perceptions of the industry.

Second phase: YouthInsight conducted four 90-minute focus groups among a mix of students from years 10, 11, 12 and first-year university across key locations in VIC and NSW. The qualitative stage focused on informing the communications strategy used by the industry to engage with students.

Client:



AusIMM
THE MINERALS INSTITUTE

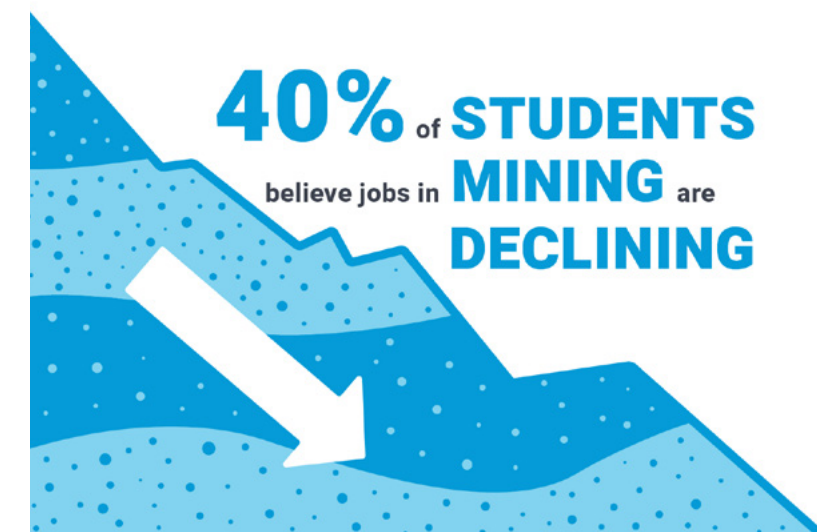
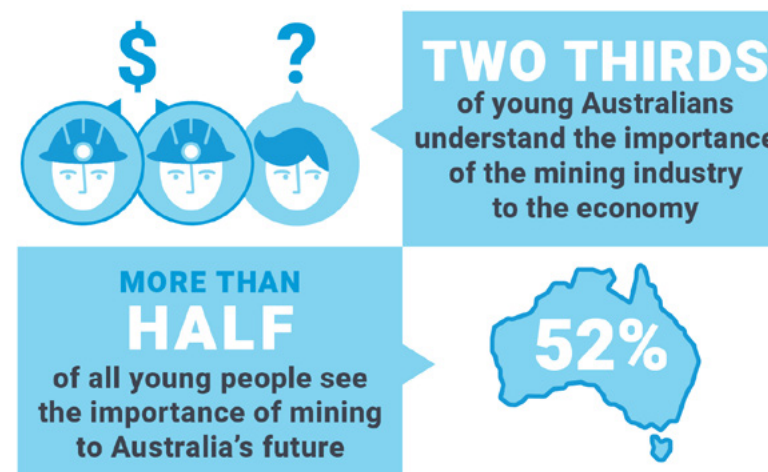
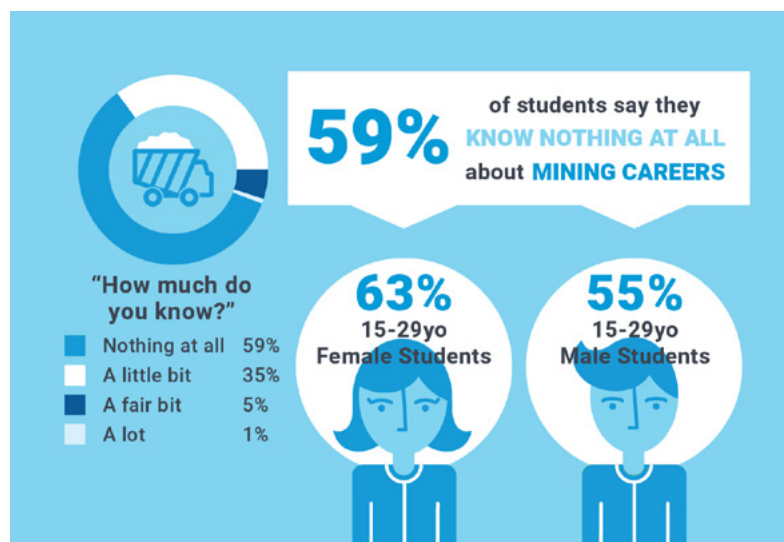


Results:

Presentation to industry at MCA Minerals Industry Education Summit:

- Biggest misconceptions about the careers in the industry.
- Student reactions to existing material used to promote the mining/METS industries.
- Feedback on how to improve these materials to better connect with young Australians.
- Recommendations for future industry marketing campaigns.

National coverage on ABC News and development of infographics for PR purposes (see below).



CAMPAIGN EXAMPLE: NATIVE CONTENT & TARGETED MEDIA

Objective:

- Connect Monash Business School with key prospective student audiences.
- Run comprehensive and innovative campaign onsite and via email, mobile and social media.

Campaign period:

12 months

Implementation:

- 'Always On' display media—including skins, leaderboards and banners—during campaign.
- 4x Native Content articles on "studying business", each accompanied by eLearning quizzes to demonstrate comprehension of key editorial and promotional messaging.
- 4x targeted SMS sends to local catchment and eDM sends (reaching 360,000 recipients) with timed messaging around 'open days', 'change of preference' and 'high school graduation'.

Results:

2 MILLION+

Number of impressions delivered

9%

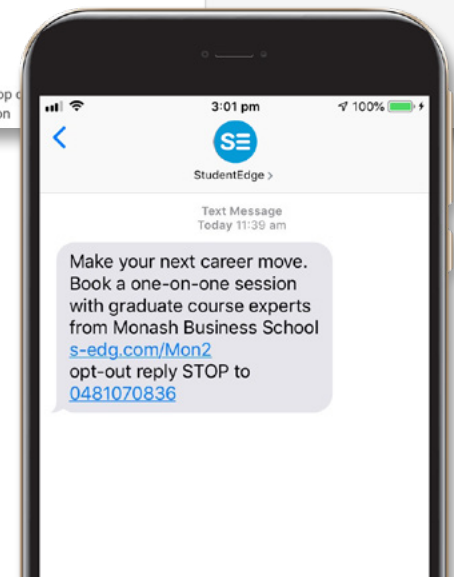
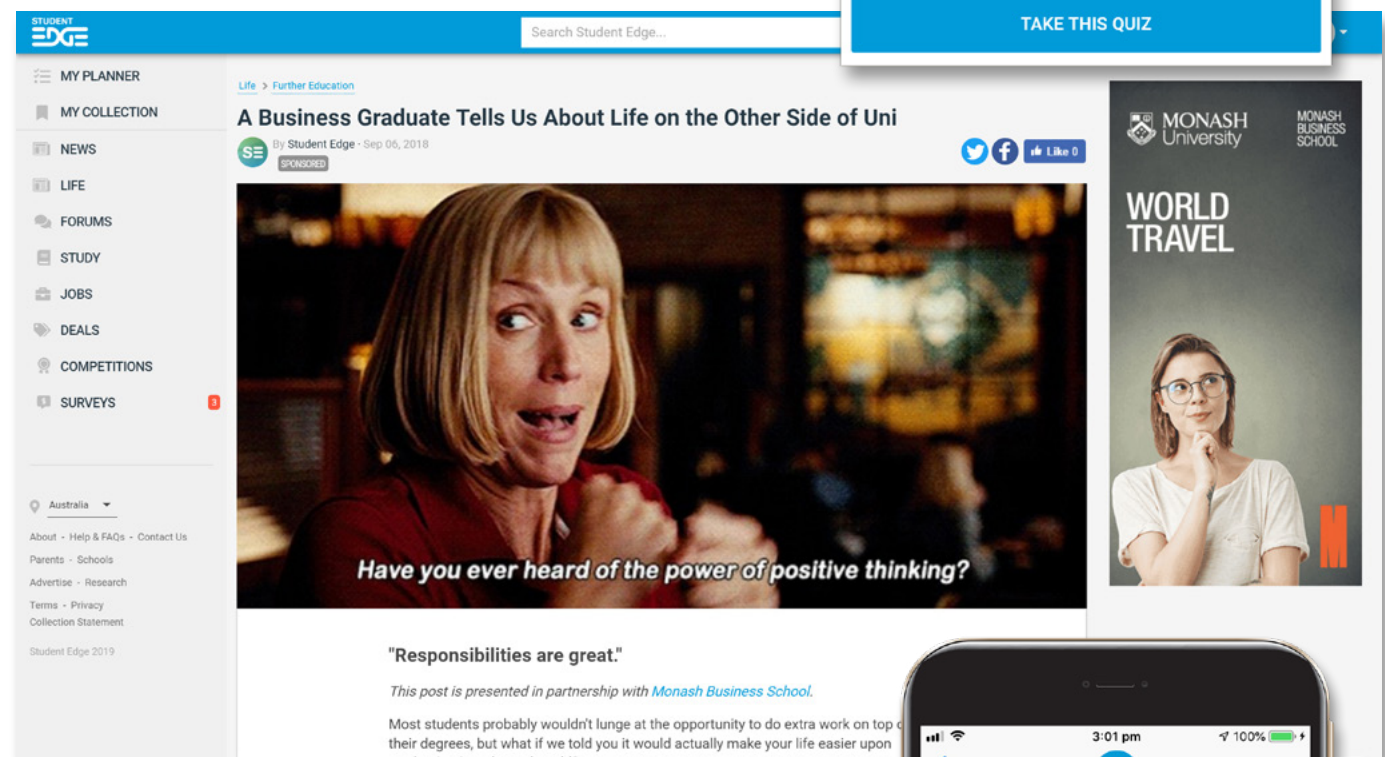
Click through rate on targeted SMS

3 MINUTES

Higher than average time-on-site for native content

Client:

MONASH
BUSINESS
SCHOOL





CONTACT US

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